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PROFESSIONAL SUMMARY

My work aspires to foster human connection in the digital age. I am deadline-driven, self-motivated, and excited to build communities across various media and platforms. With 4+ years of experience in creating personal and relatable content for diverse audiences, I believe my skills would perfectly fit the position of Marketing Coordinator.

My original background in teaching provides me with a strong understanding of how to empathise as well as educate people on a range of complex topics. This combination of hands-on experience and marketing skills allows me to organise and maintain content campaigns that build lasting engagement.

WORK HISTORY

FREELANCE BLOG WRITER, 10/2021 - Current

Morning Chores

- Created and maintained up-to-date content calendars for effective planning.
- Produced relevant, engaging blog content, heightening opportunity for increased user interaction.
- Achieved contractual delivery times through good planning and prioritisation.
- Exceeded traffic and engagement targets by researching new, creative ideas in line with reader preferences and company goals.
- Created SEO-friendly blog content, boosting website Google rankings.
- Maintained blog aesthetics through carefully selected images and well-constructed content presentation.
- Met with content editors to plan post subjects and publishing schedules.
- Improved brand voice and guidelines for content consistency across platforms.

FREELANCE CONTENT WRITER, 10/2020 - Current

The HOTH

- Developed keyword and SEO guidelines to boost web traffic.
- Interpreted brand guidelines to create copy to exact briefs.
- Managed editorial calendar to produce timely content.

- Researched similar industry topics and integrated online sources to produce quality content.
- Modified and updated website content to deliver fresh newsfeed.
- Consulted Subject Matter Experts to guarantee the accuracy of the technical copy.
- Coordinated with the design team to integrate images and text for articles.
- Developed catchy phrases for social media content.
- Drafted product descriptions and blogs for clients.
- Produced high-quality, impactful content to strict deadlines, consistently meeting brand standards.
- Wrote marketing articles to promote products and services.
- Distinguished needs of customers and customised content to address gaps.
- Conducted research on assigned topics, generating comprehensive, factual content.
- Edited and proofread written documents to correct grammatical errors and punctuation.

ENGLISH SERVICE DESK AGENT FOR UK MARKET, 01/2020 - 06/2020
Teleperformance Portugal, Lisbon, Portugal

- Leveraged available resources, knowledge and equipment to resolve customer requests.
- Assisted sales team with technical presentations and aftersales support.
- Employed advanced troubleshooting and expert application knowledge to solve system user interface problems.
- Researched and investigated client complaints to make recommendations and action plans.
- Communicated technical concepts to customers clearly by phone, email and online chat.

ENGLISH LANGUAGE ASSISTANT, 10/2019 - 12/2019
British Council, Galicia, Spain

- Performed classroom preparation support, reducing teacher workload.
- Provided academic and instructional support for individuals and small groups of students.
- Created an inclusive classroom, encouraging student interaction and embracing cultural diversity.
- Assisted students in comprehension of English reading and writing, performing remedial exercises to support skill-building.
- Established positive, productive classroom environments for maximised student engagement.
- Supported students in achieving personalised linguistic goals within desired timeframes.
- Planned dynamic, interesting lessons by incorporating a variety of mediums.

SUMMER CAMP COUNSELLOR, 06/2018 - 08/2018
ISSOS (International Summer School of Scotland)

- Developed fun, educational wilderness activities, helping campers to foster an appreciation for nature.

- Built relationships with campers and staff through excellent communication.
- Taught campers throughout activities, encouraging engagement from all levels of learners.
- Formed positive relationships with parents, providing progress updates on child development.
- Maintained positive camp experiences through compassionate holistic support.
- Acted professionally and responsibly to demonstrate core camp values.

ENGLISH LANGUAGE ASSISTANT, 10/2016 - 06/2017

British Council, Madrid, Spain

- Spoke clearly and concisely for optimised student comprehension.
- Tailored lesson delivery using proven techniques for students with additional learning needs.
- Offered personalised constructive feedback to improve student development.
- Provided engaging educational resources to broaden student learning tools.
- Related course material to students' interests, preferences and experiences.
- Prepared students to take official exams, achieving a high success rate.
- Helped non-native speakers with confidence and social integration.
- Built rapport with students, incentivising engagement and interaction.
- Researched teaching methods, advising colleagues on interesting findings.
- Set and marked written and spoken language exams.

SKILLS

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| <ul style="list-style-type: none"> • Creative writing • Editing copy • Peer editing • Marketing • UK Language localisation • Copywriting abilities • Background in SEO marketing | <ul style="list-style-type: none"> • Customer demographics understanding • Market research expertise • Proofreading • Consistent brand messaging • Promotional marketing and advertising • Unique content creation |
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EDUCATION

University of St Andrews, Scotland, 09/2014 - 07/2019

Master of Arts: Spanish Language and Literature

LANGUAGES

English

Native

French

Intermediate

German

Beginner

Spanish

Advanced

Portuguese

Elementary